



Better innovation journeys.  
Better innovation outcomes.  
For every initiative in your pipeline.



# How PepsiCo has changed the innovation game with next generation predictive analytics.



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Woxi



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Innovation Capabilities  
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# It's an innovation transformation

## FROM:

1. Sales forecasts are “just a number”
2. Sales projections become stale
3. Unrealistic, unaligned sales expectations
4. Forecast rigor only for high capex and high risk launches



## TO:

1. Translating human insights to action to understand what drive sales
2. Always-on simulator for forecasting at your fingertips
3. Aligned, realistic sales expectations: make good ideas stronger, stop wasting time on bad ones
4. Forecasts for every initiative, including LTOs



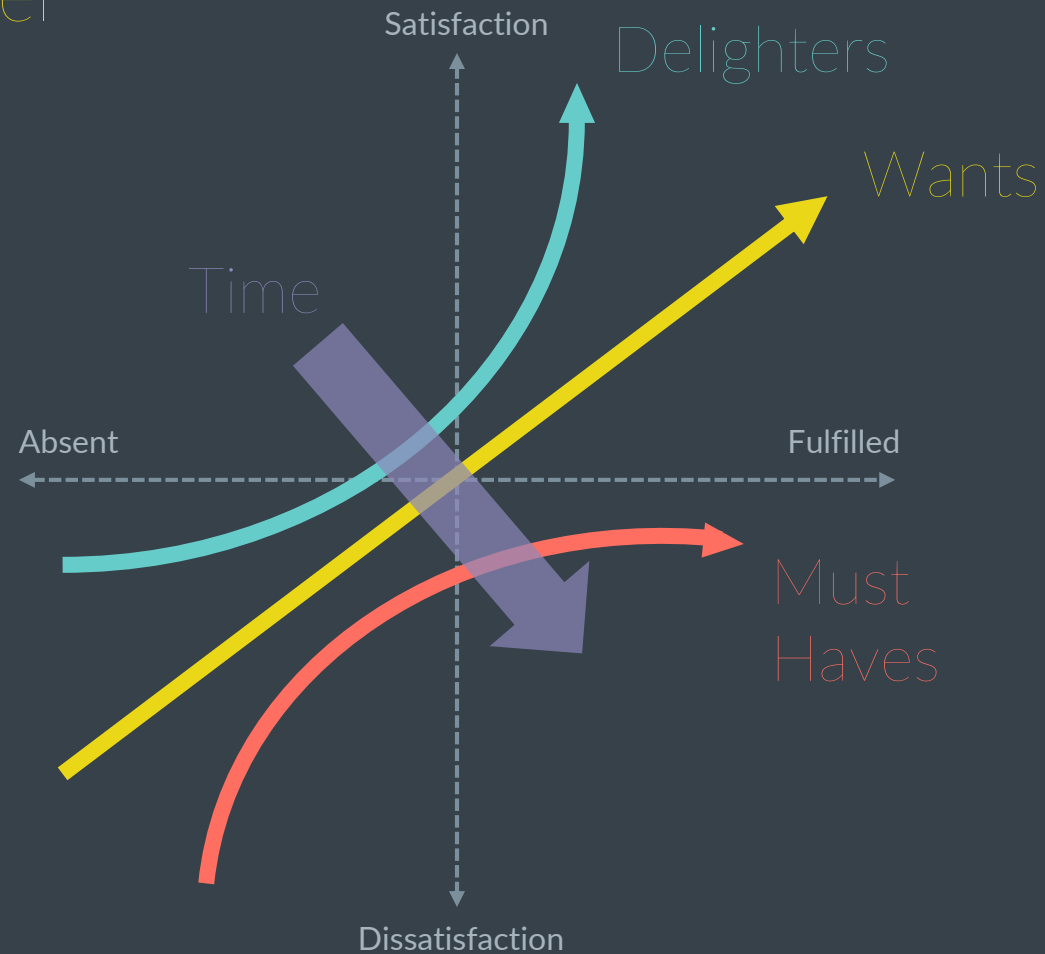
Great experience.  
Incredible passion.  
Forward thinking.  
Build great products.

## Driven to answer...

- What drives innovation success?
- How do we make better and more confident decisions?
- How can we help teams make meaningful progress?

# Innovating for today and tomorrow.

## Kano model





Modern, cloud-based,  
always-on platform

Leverages the data you  
already own from the  
providers you prefer

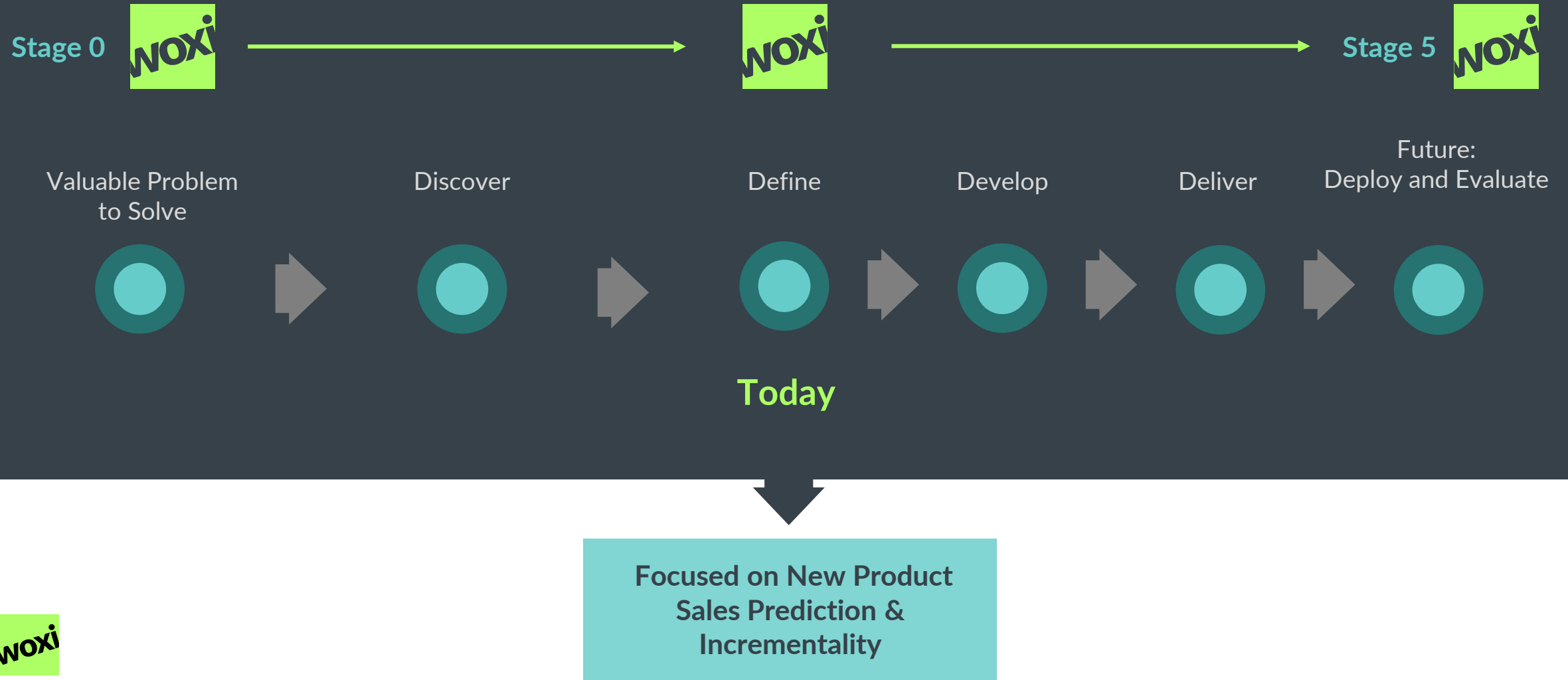
Grounded in actual  
launches from your  
category

Next-generation models  
focused on what  
matters most

# Woxi...answering core NPD questions

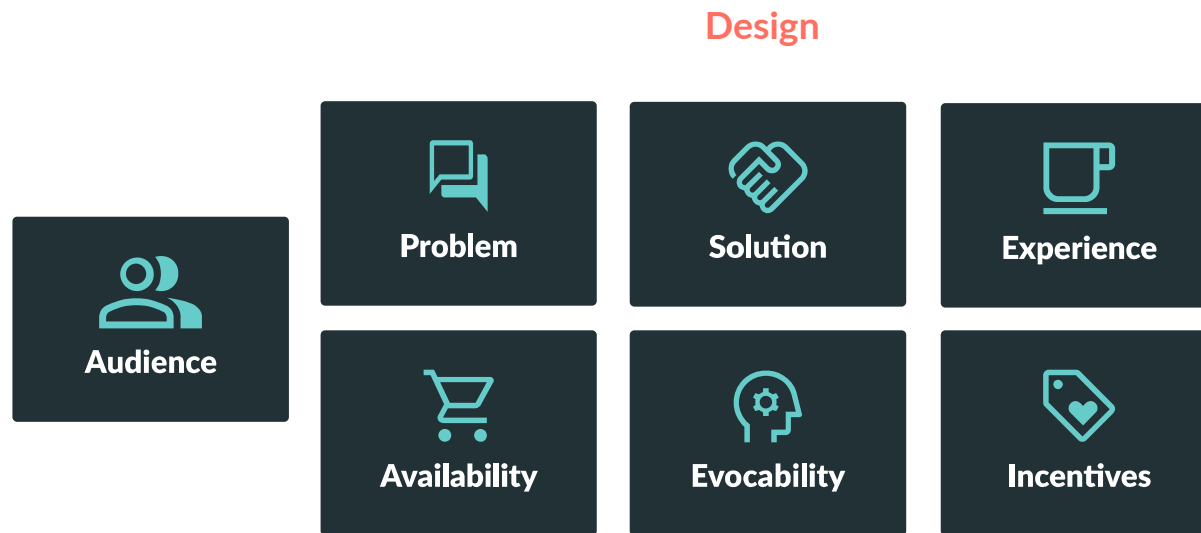
- Will it Sell?
- How much will it Sell?
- What are the key drivers of sales?
- What levers shall we pull to optimize sales?

Sales prediction is valuable at every stage & for all new products using your preferred decision processes.





# Woxi Innovation Table™ represents the 7 universal drivers of new product sales.



# Building Innovation Predictive Analytics Stack Open---Your Preferred Insights Seamless with Woxi Partners & More

zappi

 Dig Insights

BLACK  
SWAN  
DATA

WOXI  
READY

 Upside

beltchat AI

  
curion  
Consumer Insights. Delivered.

toluna\*

METRIXLAB  
a toluna company



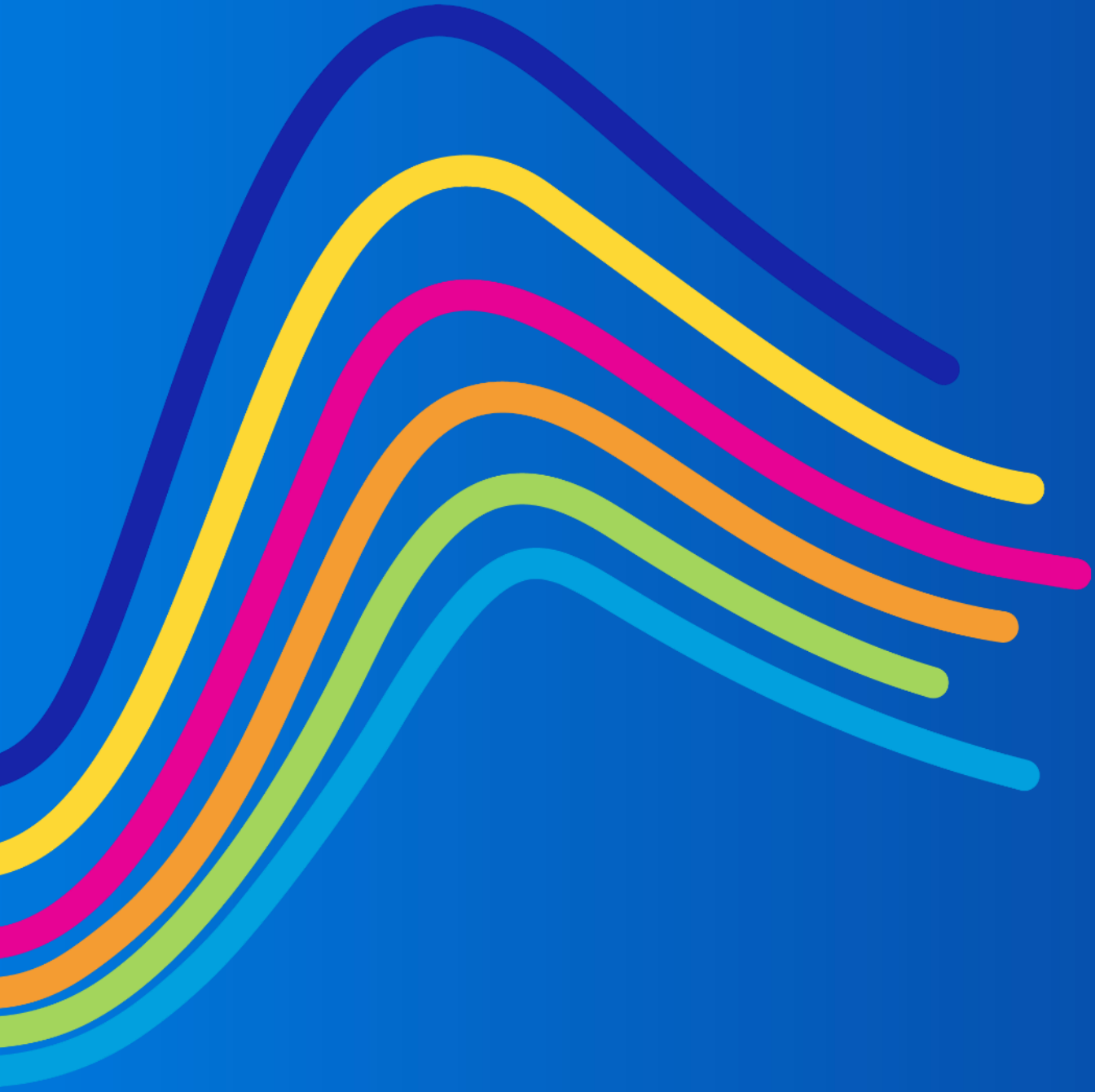
GutCheck  
a toluna company

veylinx

Highlight.

 Beha>iorally  
The Transaction Experts

eyesee



# ADA INNOVATION PLATFORM



# TOOLS TO SUPPORT AN ALWAYS-ON, AGILE WORLD



**Stephan Gans**

SVP Chief Consumer Insights & Analytics Officer,  
PepsiCo

*“Today’s world is not linear anymore. All the processes are iterative and circular and so you need tools that support that. The role of the tool is that of a coach - to help you get to a better outcome, not a traffic light that tells you you’re good to go or go back.”*



# STRATEGIC PARTNERSHIPS UNLOCK WAYS TO INNOVATION GROWTH

MAKE IDEAS  
STRONGER

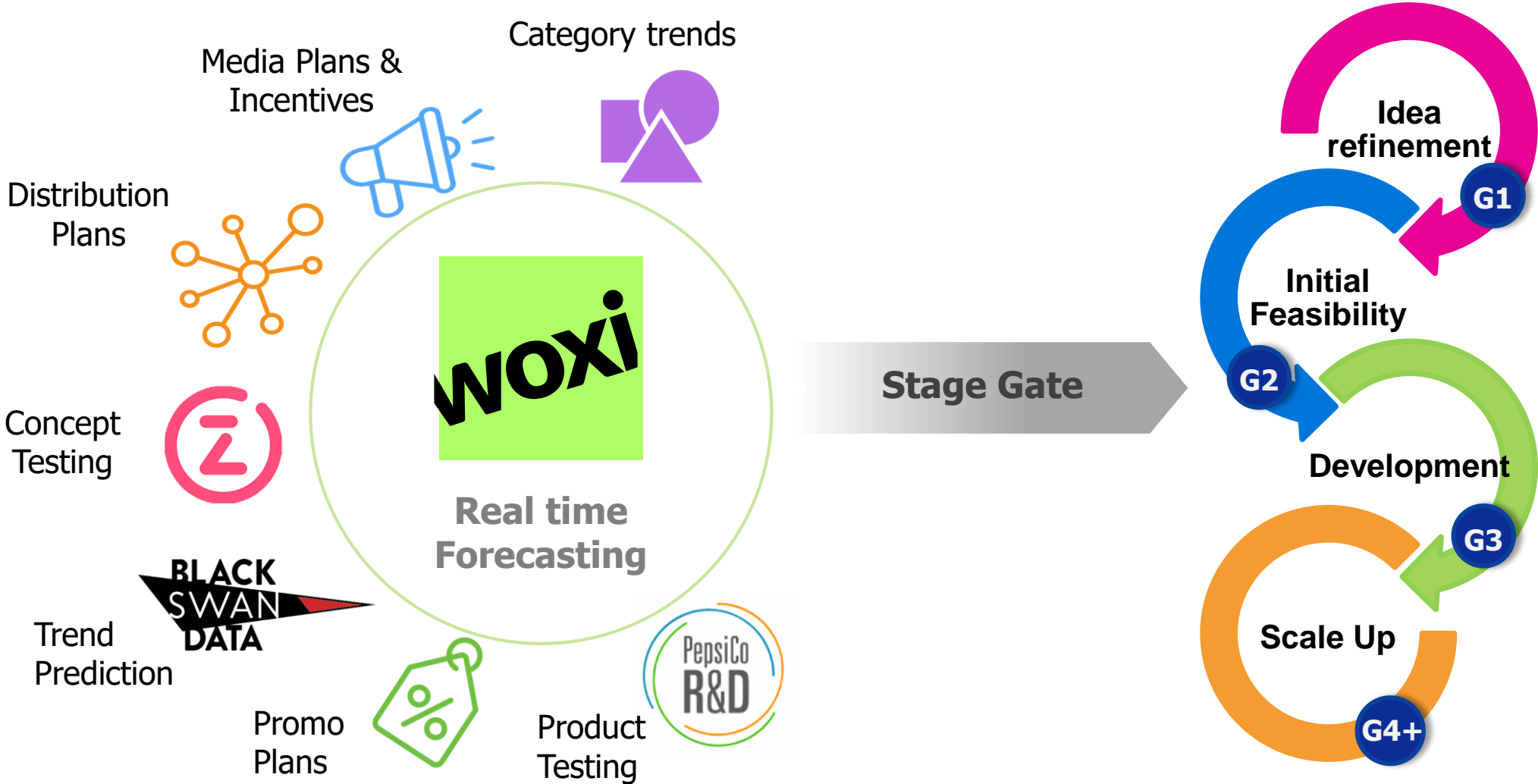
IDENTIFY  
WINNERS FASTER

BUILD  
BETTER PLANS

Optimized testing & unlimited forecasting  
Make every \$ we spend on innovation work harder



# Woxi is helping insights make our stage gate process more iterative and humancentric



# Drive **Sales** Growth

(but innovation decisions are often made without a solid understanding of the sales impact)

**Woxi** quantifies the value of each decision people make



PepsiCo makes more money by generating more smiles



The team  
has this at  
their  
fingertips

(and usage is  
unlimited)

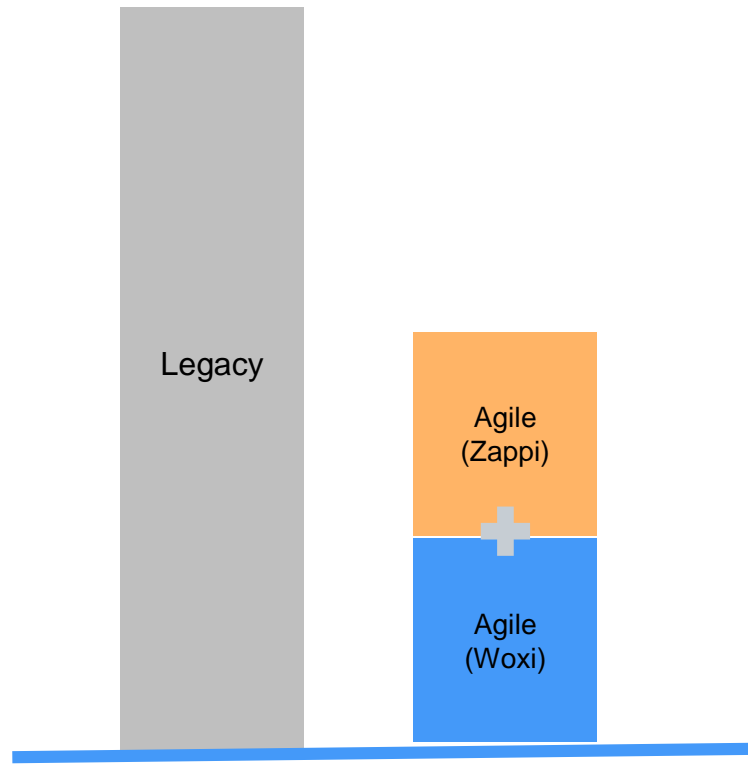




# Saved Money & Driving Better Innovation Decisions

POWERING  
POSITIVE  
GROWTH

## PepsiCo saves money...

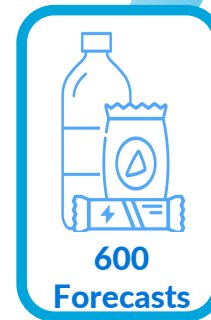


Spend on innovation qualification & forecasting



## And Gets More...

7.5x increase  
in the # of  
forecasts





Jobs to be done  
through our clients' voice...

When our insights and development process are dynamic and agile, and our sales forecasts are static...



**PEPSICO**

When we want to translate great  
insights into the language of  
business...Sales



**PEPSICO**

When our forecast falls short of our goal, and we want to evaluate scenarios to make the initiative bigger...



**PEPSICO**

When we want to beat a particular goal and/or benchmark and want to know what matters most to do so...



**PEPSICO**

When the Innovation Team hands the project to the Commercial Team, and needs to align expectations...



**PEPSICO**

When we are behind on our timeline,  
just got new information, and need to  
know changes to sales...



**PEPSICO**



When we oversee a full NPD pipeline  
and want to have a holistic view of  
opportunity and meta view of  
drivers...



**PEPSICO**

When our organization doesn't believe  
the forecast, and we want to create  
clarity and alignment...



**PEPSICO**



Let's chat or demo!

Booth 502

<https://woxi.io>

[rob@woxi.io](mailto:rob@woxi.io)

[Jennifer@woxi.io](mailto:Jennifer@woxi.io)

# Value for all key stakeholders and many situations.

## Initiative Innovation Team—When We:

- Have new insights or information and want to understand the impact on sales
- Have a key decision to make and/or a stage gate meeting and want a sales prediction
- We want to conduct “what ifs” to evaluate scenarios
- Have a low sales forecast and want to workshop a “make it bigger” session
- Want to determine what needs to be true to hit a particular goal
- Want to benchmark to a particular launch
- Pass the project to the local/commercial launch team and want to gain confidence and buy-in

## Category & Innovation Leadership Levels

- Central tool for Stage Gate process and decision making
- Full view of Innovation pipeline to know status and for benchmarking
- Utilize to help set action standards or goals
- Create a common framework across geographies and initiatives
- When we are looking to deploy more agile, iterative innovation processes and want to have aligned and dynamic sales prediction
- When we need to create clarity and alignment cross functionally and with senior management
- Meta Analysis to find systemic opportunities

# Are the predictions accurate?

Model accuracy aka "the math"



Parity or better versus legacy providers

System accuracy aka "utility"



Significantly better versus legacy providers

# Modern user-obsessed experience.

- Intuitive Platform
- Instant Predictions
- Improved Cross-Functional Visibility for better Innovation Decision Making

